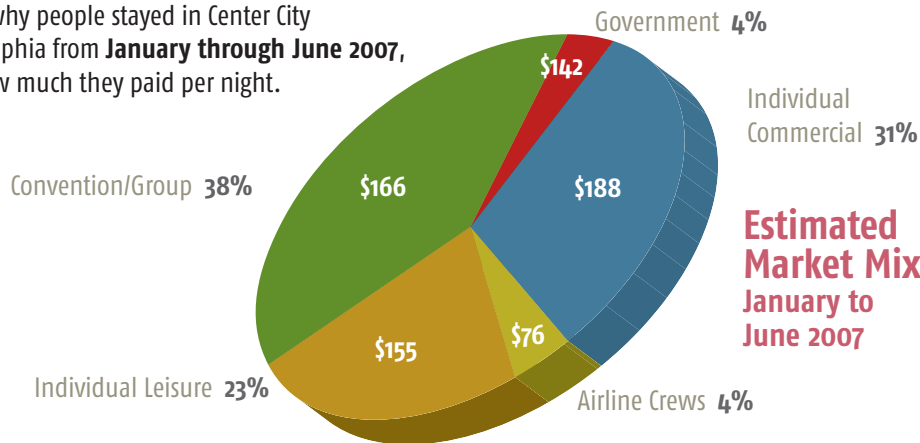


# BAROMETER

## Conventions and Visitors are a Major Power in Philadelphia's Economy.

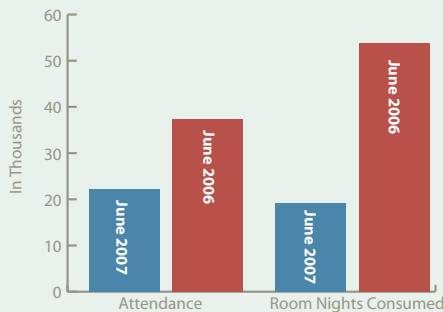
Here's why people stayed in Center City Philadelphia from **January through June 2007**, and how much they paid per night.



### Multicultural Snapshot:

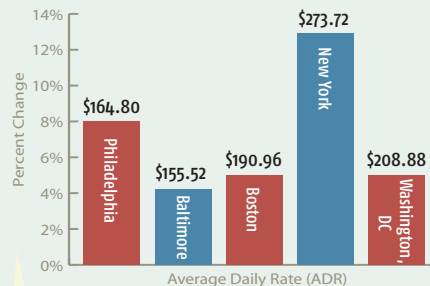
In 2007, MAC's 20th anniversary year, Philadelphia continues to celebrate its diversity of multicultural meetings and conventions. From January through June, multicultural meetings and conventions represented **17,468 hotel room nights** and **\$21 million in economic impact**. The American Association of Physicians of Indian Origin, a first for Philadelphia, drew more than 2,000 attendees, while the National Association of Black Accountants tallied up to 1,900 attendees. Together, these groups generated an economic impact of \$7 million.

### Groups Utilizing the PA Convention Center



**44% Increase of Room Nights:** The National Education Association's convention, a group brought in by the PCVB, consumed more room nights (47,725) alone than all room nights in June 2006. So even with fewer attendees in June 2007, there was a 44 percent increase in room nights consumed.

### January - June Comparative Results of Percentage Change in ADR in "Downtown Areas" in the Last Six Months

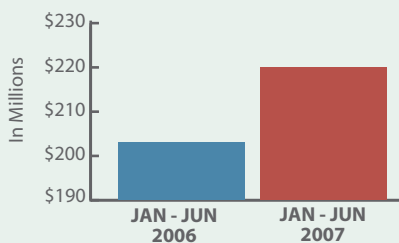


January - June 2006 Average ADR **\$152.97**  
 January - June 2007 Average ADR **\$164.80**

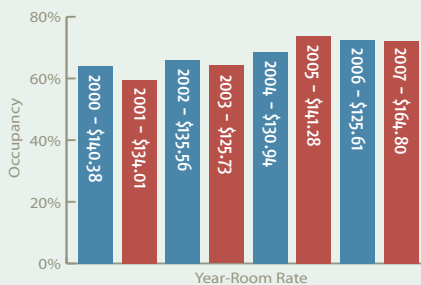
### International Visitors:

International visitation was up **117 percent** in the second quarter of 2007 compared to the same quarter in 2006. Also in that quarter, the Independence Visitor Center reported that international visitors comprised **25 percent** of total visitors, an all-time high.

### Center City Hotel Revenues



### Six-Month Year-to-Date Occupancy Percentage and Average Daily Rate



### Sports Snapshot:

May 2007 marked Philadelphia's third straight year of record-breaking attendance for collegiate lacrosse. With the 2005 and 2006 NCAA Men's Lacrosse Championships and 2007 NCAA Women's Championships, Philadelphia hosted nearly 250,000 lacrosse fans at the three events, generating more than **\$50 million** in economic impact and **10,000 hotel room nights**.

Sources: PKF Consulting, Portfolio Associates, Inc., PCVB, MAC, PSC, Independence Visitor Center, 10/07